South Central Dakota Regional Council

QUICK BUSINESS PLAN INSTRUCTION SHEET

Answering the following questions will form the very beginnings of a business plan. They are not intended to be difficult but break down your business into several components necessary to create your very own business plan. This plan is designed for you to talk about your business and display the knowledge you have about your company. This is considered to be a quick business plan. Every business needs to have a business plan, if for no other reason than to check your progress and goals each year. Answering these questions will help you make better decisions about you business if you are thinking about making changes to your business or expanding. Completing these questions will allow you to form the basis for a more complete business plan if one is required of you at a later date. Every business should have a plan and visit it at least twice a year even if it is only to check your progress and see if you are reaching your goals. Remember:

- There are no right or wrong answers, just your understanding of your business.
- Not every question will be relative to your business. Answer the ones that apply and leave the rest blank or ask questions and we will be happy to help.
- The executive summary is a summary of the entire plan. It is important because it might be the only section that someone reads. We need to be able to understand your business by reading this section. Take your time completing it. It might be easier to do this section at the end after you have answered all the other questions. Please answer these questions as completely as you can.
- Some questions are asked more than once because they are important or are relevant to each section. Answer them as best you can.
- Some answers only require one word, some require more. Answer them as best as you can.

These are a few suggestions for you to try. The survey appears long but don't be discouraged there are not that many questions we have just left room for you to write your answers down.

Executive Summary:

The name of my company is:

The primary purpose of my business is:

I see the following as opportunities for my business:

The products or services I sell or provide are:

My company is organized as a Corporation, partnership, LLC, Coop, Other

The owners of the company are:

We have been in business since:

The members of management are:

Their experiences are:

Discuss the income stream you expect over the next three years and what you expect your sales to do over that time feel free to state in dollars of sales:

If you are a startup or have investors how will this compare to the industry standards:

My business goals are:

The request I am making is: (Loan Request) amounts and uses

COMPANY BACKGROUND:

How did this company start and when and how did you become the owner:

Provide a paragraph about your business sales and the markets you are in, are you local, regional or international, and in the next three years how will you grow:

What achievements am I the most proud of:

What are my biggest challenges:

Some changes I am thinking about making in my business:

PRODUCTS:

The primary products or service I sell:

My suppliers are:

My competition is:

I am different from my competition by:

My inventory policy is:

The research I do for my business is done how:(Trade magazines internet, etc)

Describe the research you do or how do you measure yourself against the competition:

I determine pricing for my products or services by:

My products are better because:

If I have problems with my suppliers:

THE INDUSTRY COMPETETION AND MARKET:

Location of competitors:

My national competition is:

Some of the trends I see in my industry are:

Some of the opportunities:

Some of the obstacles:

I get information about my competitors from:

Some potential areas for growth are:

My typical customers have these characteristics in common:

MARKETING PLAN:

My product is:

My pricing is or I determine it by:

The places I will sell my product is:

I will promote my product by:

My competitive advantage is:

I will distribute my product or service by:

My use of advertising will consist of :

I will get feedback from my customers by:

OPERATING PLAN:

The location of my facility is:

My experience with my product or service is:

Any special equipment I need for my business would include:

If I need to hire employees I will need to hire these positions:

I will schedule them by(shift times)

I will provide the following benefits:

I will recruit my employees by or from:

My suppliers and vendors are:

I will shop for new suppliers or vendors by:

MANGEMENT AND OWNERSHIP:

The owners of the company are:

Their resumes are attached:

My attorney is:

My accountant is:

Other professionals I will use are:

If I have a board it will consist of this many members:

The members of the board will be selected by:

GOALS AND STRATEGIES:

Three personal goals I have are:

Three business goals are:

My sales goals are:

Three of my weaknesses are:

Three things I have no control over that could impact my business are: (ex Weather)

In three years I see the following happening in my business:

FINANCIALS:

Much of the financials will come from the cash flows however

The assumptions I am using to create my financials come from:

The assets I have to contribute to the project are:

My credit history would have the following:

If I am short of money for my project I can get more from:

My bank is or the bank I would like to work with is:

My contact numbers and information is: